

FOREWORD

Time flies! We are approaching the end of 2019 already. There are two things worth mentioning before we reach the end of this special year, 2019. First founded in 1969, Assumption University has maintained a significant level of success with pride for 50 years! ABAC JOURNAL, as the Assumption University journal, joins all AU alumni, current students, administrators, faculty and staff in celebrating **AU 50th anniversary**. I would like to cite two milestone achievements, firstly, Assumption University is soon to host the **40th WUDC (World Universities Debating Championship)**, first held in Glasgow in 1981, this year there will be 434 debating teams from 50 countries, making up the current total of 1,177 registered participants. For more details or to join this exciting event, visit our website at <http://www.wudc2020.au.edu/>. This global debating event essentially reflects one uniqueness of AU's identity: English. AU or ABAC has been reputed as the first international university in Thailand, where all programs are offered in English. AU graduates from various schools, nursing, business & economics, business arts, law, architecture, and communication arts, just to name a few, have enjoyed high employment rates due to their fluency in English, and strong cognate areas, as well as moral, entrepreneurial, and leadership skills.

Secondly, as we celebrate our 50th anniversary this year, we have also proudly produced slightly over 100,000 graduates to date. It is time to highlight and reunite our alumni, many of whom are leaders in their diverse professional careers and, above all, proud of being part of the **AU Community**! Visit our AU Alumni website for details on some outstanding AU alumni at <http://www.au-communities.au.edu/>.

On another note it has been a rewarding experience to complete our first initial year in SCOPUS this March. We are energized to see our number of citations almost triple for articles published after about a year in Scopus. We feel thankful and more committed to continue offering our readers the best quality research work.

In this issue, we are pleased to present eight articles and a book review.

1) **A Study on Competencies for Managing Workforce Diversity: Evidences from Multi-National Enterprises in Switzerland**

In this globalized age, business management teams have become increasingly diverse and managing diverse teams has become a challenge in business firms. This paper explores the management competencies that facilitate the performance of diverse teams using semi-structured in-depth interviews with eight managers and eight team

members in diverse teams in Switzerland. The results confirm the five competencies managers need to possess in order to manage diverse teamwork effectively.

2) A Study of Brand Recall in Thailand

Since 2013 Japanese corporations have enjoyed overseas sales revenue on top of domestic markets, with Asian countries showing the fastest growth during 2000-2015 and Japanese subsidiaries in Thailand showing the highest profits. Following this trend, Japanese corporations including small and medium companies must focus on foreign markets. This research focuses on brand recall – what first comes to mind when referencing various industries – using a questionnaire survey with a sample of Thai college students and their parents. The results reveal a new trend.

3) Weather-Driven Stock-Return Correlations

Weather-sensitive investors drive stock markets linking the return correlations with weather variables. This study tests whether the correlations in the Stock Exchange of Thailand can be explained by Bangkok's weather variables using daily data from September 3, 2002, to December 29, 2017. It was found that the returns on the Stock Exchange of Thailand 50 and the Market for Alternative Investment index portfolios have a significant relationship with Bangkok's weather. These significant variables are among the variables that drive return volatility.

4) Factors influencing Facebook Page Posts on Likes, Shares, and Comments in Sport Marketing

Social media has become a vital advertising instrument along with the rise of online purchasing behavior. From previous studies, posting time has been a key predictor of the online engagement of potential consumers. This study aims to investigate the impact of content categories, posting time, and media type on online engagement. The findings have several practical implications for Facebook page administrators as well as online entrepreneurs.

5) A Study of Employment Opportunities for Myanmar Graduates of Assumption University with Special Reference to Myanmar's Labor Market

This article examines the employment opportunities for AU Myanmar graduates from 2010 when political reforms and economic development in Myanmar took place. Prior to 2010, AU Myanmar graduates tried to achieve better employment and higher socio-economic positions in other countries. Since 2010 more employment opportunities have motivated more AU graduates to work in their home country. However, the graduates have encountered many challenges in Myanmar's working environment.

6) Communication Satisfaction, Employee Engagement, Job Satisfaction, and Job Performance in Higher Education Institutions

This study investigates the relationships and impacts of communication satisfaction, employee engagement, job satisfaction, and job performance in higher education institutions in Thailand. Survey data were collected from faculty and other staff in public and private universities in Thailand. The results show that communication satisfaction has a positive impact on job satisfaction and employee engagement; job satisfaction has a positive impact on employee engagement and job performance; and employee engagement has a positive impact on job performance. However, there is no evidence supporting a significant relationship between communication satisfaction and job performance.

7) Developing and Testing a Relationship Quality Model: The Context of Undergraduate Business Programs in Thailand

Using the Investment Theory and the determinants of relationship quality drawn from the Social Exchange Theory, the authors studied the relationship quality dimensions of “want to”, “ought to” and “have to” in various contexts. Data were collected from in-depth interviews and a self-administered questionnaire to 459 undergraduate students. This empirical study has found that students’ trust, gratitude, and dependence can represent the comprehensive dimensions, as justified by the three aspects of a relationship, based on the Investment Theory of relationship quality. Effective communication was the most significant predictor of trust. The findings affirm the contribution of the Social Exchange Theory in explaining the reasons for strong student relationships

8) Position of Hesitation Markers in Everyday, Informal Conversation in English

Research on hesitation has revealed that hesitation markers are generally considered to be predominantly used in spontaneous speech. This study investigates and reports on the frequency and distribution of hesitation markers in everyday conversation English. The study examines the position of hesitation markers produced by young adult speakers. Data were collected from everyday informal conversation transcripts. It was discovered that the participants most frequently used hesitation markers in the middle of general conversational utterances, followed by the initial and final positions, respectively.

10) Book Review

In this disruptive time, with rapidly changing consumer behavior, it is vital to find a creative guideline for marketers to keep their brands relevant to consumers. **The Contagious Commandments Ten Steps to Brand Bravery**, Penguin Random House UK, 2018 by Paul Kemp-Robertson and Chris Barth is a good book to read.

Please note that of the papers and the book review published here, all but one are in the business field. The last article is in English learning due to the fact that we already issued an acceptance letter prior to being advised to narrow our aim and scope.

Again, I wish to express my deep gratitude to Rev. Brother Dr. Bancha Saenghiran, for his unfailing support and leadership. My heartfelt thanks to the Board of Advisers, the Editorial Board members, and the Editor Team for their continued support and guidance; and my deep appreciation to all contributors, reviewers and editors.

Enjoy and indulge yourself in reading. We will be thankful to hear your thoughts about this issue.

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